

REP HEADLINE# 3371757
*** ORIGINAL REV#0 ***

REP: TEL# 323-866-1414
ORDER WORKSHEET

FAX# 323-653-1865
HARRIS REPORT FROM REP
AUG20/12 14.33
*** WFLA-TV ***

ADV # _____ ADV. NAME ISS/NFIB _____ REP.# _____ OFF.# _____ SALESMAN # _____
AGY # _____ AGY. NAME TARGET ENTERPRISES BUYER NAME KYM MASON

15260 VENTURA BLVD., #1240

SALES PRSN LA- IZZY ROSTOVSKY

SHERMAN OAKS, CA 91403

ORDER # _____ CONTRACT # 3371757 CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT NFIB EST#* * * * * COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG27/12 SEP2/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG20/12 14.33

REP: NEW ORDER... 8/20

TOT: \$30,300/12X
PLS CNF... TNX — JOCELYN/IZZY

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ADV: NATIONAL FEDERATION OF INDEPENDENT BUSINESS



8/8/12

: LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: : LINE# : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = NFIB AGENCY EST# =
AGENCY PRODUCT CODE = NFIB

1	530P-600P	30	\$850.00	8/27	8/31	2	M-F	2
PROGRAM : NEWS CH8 AT 530P								
RA35+ : 3.6								

2	530P-600P	60	\$1,700.00	8/27	8/31	2	M-F	2
PROGRAM : NEWS CH8 AT 530P								
RA35+ : 3.6								

3	1100P-1135P	30	\$1,800.00	8/27	9/2	4	M-SU	4
PROGRAM : LATE NEWS								
RA35+ : 2.5								

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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4			630P-700P	30		\$4,500.00	8/27	8/31	4		M-F	4
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PROGRAM : NBC NIGHTLY NEWS
 RA35+ : 8.2

SEP/12 30300.00

CONTRACT TOTAL 30300.00
 TOTAL SPOTS 12

MARKET TOTALS \$86,571 WFLA 35% WFTS 15% WTSP 15% WTVT 15% WTOG 15% WTTA 5% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

COMP EST; WILL UPDATE WHEN AVAIL

SVC- NSI BOOKS- JUL/PJ

DEMOS- RA35+*

Target Enterprises
 15260 Ventura Blvd
 Suite 1240
 Sherman Oaks CA 91403

Natl Fed Indp Bus / Issue
 Submission Number 1046 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Natl Fed Indp Bus / Issue	Submission Cost: 30300	Campaign Ref: E:120821060
Buyer: ..	Client/Product/Estimate: NFIB /NFIB /	Sales Rep: HRP Los Angeles
Schedule Dates: 08/27/12 to 09/02/12	Weeks: 1	Order Ref: 03371757
Est./PO Number: 03371757	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Natl Fed Indp Bus / Issue	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/27	Total	Cost
1	M-F 530p News M.W.F..	04	850	30 Comme	Nbr of Spots	2	1700
2	M-F 530p News .T.T...	04	1700	60 Comme	Nbr of Spots	2	3400
3	M-Su 11p News MTWTFSS	02	1800	30 Comme	Nbr of Spots	4	7200
4	M-F 630p ET / 530p CT NBC Nightly MTWTF..	02	4500	30 Comme	Nbr of Spots	4	18000
Weekly Totals: Total Spots(Ord Spots)					12	12	

Grand Totals				Month 9 Weeks: 5			
				08/27			
Totals				Spots	12		12
				Cost	30300		30300

Grand Totals:	Spots: 12
	Gross Total: 30,300.00

Commission:	4,545.00
Net Total:	25,755.00